



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 1/8/2019

Agenda Placement: 6Q

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Minh Tran - County Executive Officer
County Executive Office

REPORT BY: Mary Booher, Assistant County Executive Officer - 707-253-4153

SUBJECT: Census Outreach Funding

RECOMMENDATION

County Executive Officer requests adoption of a Resolution authorizing the County to apply for Census Outreach funding from the State of California.

EXECUTIVE SUMMARY

The decennial census, which is required by the United States Constitution, is used to determine legislative representation in the United States House of Representatives, as well as redistricting for the State Legislature, County Boards of Supervisors, and City Councils. In addition, the census data is used as the basis funding allocations to distribute federal funds to the states, much of which is passed through to counties. It is estimated that for every person not counted in Census 2020, California will lose \$19,500 of funding over the subsequent 10 years.

In order to ensure the most accurate, complete count possible, the State of California has established the California Complete Count Committee, and the 2018-19 state budget allocates funds to support these efforts. Napa County is eligible to apply for \$100,000 in funding, and approval of the attached Resolution will authorize that application. Acceptance of this funding requires that the County prepare a strategic plan within 60 days that results in a county-wide implementation plan by September 30, 2019. One of the components of the strategic plan will be a Local Complete Count Committee. Staff will begin working with community partners to establish this committee in order to develop a comprehensive strategic plan, and the partners will include:

- | County staff, including
 - | Geographic Information Systems staff from Planning, Building, and Environmental Services and/or Information Technology Services.
 - | Workforce Development staff from Health and Human Services.
 - | Community education and outreach staff from the County Executive Office and County Library.

- | Community Based Organization representatives, focusing on populations who have been identified as least likely to respond.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	No
What is the revenue source?	Approval of this resolution will make Napa County eligible for \$100,000 of funding from the State of California to help fund outreach activities for Census 2020.
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	For each person who is not counted in Census 2020, it is estimated that the County will lose \$19,500 of revenue over the next ten years. This revenue is used to provide mandated services.
Is the general fund affected?	Yes
Future fiscal impact:	Staff will develop an implementation plan to support Census Outreach and will include a one-time request as part of the 2019-20 budget.
Consequences if not approved:	State and Federal representation are determined based on Census findings, as are funding allocations for many programs. State funding to offset our Census outreach efforts will result in more accurate Census results.
Additional Information:	

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

A complete and accurate count in the decennial census is critical to ensure that Napa County and California are appropriately represented in the state and federal legislative bodies, as well as to ensure equitable distribution of program resources, primarily in supporting Health and Human Services programs. As part of the census process, the United States Census Bureau conducts a post-enumeration survey, comparing census data collected, with other available data sources to evaluate the efficacy of the census data. According to this data, Napa County was undercounted by 200 people in Census 2010. Other research indicates that the average undercount rate to be 2.89%, which would be approximately 3,900 people for Napa County.

As part of ongoing evaluation after Census 2010, certain populations were identified as least likely to respond (also referred to as "hard-to-count") including, but not limited to:

- | Latinos
- | African Americans

- | Native Americans and Tribal Communities
- | Asian Americans/Pacific Islanders
- | Immigrants and Refugees
- | Farm-workers
- | People with Disabilities
- | Seniors
- | Homeless Individuals and Families
- | Children Ages 0-5
- | Veterans
- | Areas with low broadband subscription rates and limited or no access
- | Households with limited English proficiency

While experience with Census 2010 supports these hard-to-count populations, the challenges may be even greater for Census 2020, due to concerns regarding the possibility of a question related to citizenship (pending the outcome of litigation), as well as increased use of technology to contact people and solicit responses.

As part of statewide efforts to ensure an accurate and complete Count, the 2018-19 state budget includes \$90.3 million of funding to support activities related to Census 2020. \$26.5 million is being made available to counties, with Napa County being eligible for \$100,000. The funding is designed to support the development of an implementation plan, which is due no later than September 30, 2019, as well as some post-census evaluation of the plan. It is unknown at this time if there will be additional funding included in the state budget for FY 2019-20.

SUPPORTING DOCUMENTS

- A . Resolution accepting Census 2020 outreach funds
- B . Census 2020 opt-in letter
- C . Census 2020 County package

CEO Recommendation: Approve

Reviewed By: Molly Rattigan